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CONSUMER TIME

R-10

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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and Nondefense Agencies
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.
2. SOUND: CASH REGISTER - CLOSE DRAWER
3. NANCY: That's your money buying food.
4. SOUND: CASH REGISTER
5. CARL: That's your money paying for a home.
6. SOUND: CASH REGISTER
7. NANCY: That's your money buying clothes and the thousands
of other things you need.
8. CARL: That's you . . . paying for these things . . . money
out of your pockets.
9. SOUND: CASH REGISTER - CLOSE DRAWER

10. ANNOUNCER: CONSUMER TIME today brings you facts about how to make your pennies and dollars bring you more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and Nondefense Agencies of the United States Government working for consumers.

And here is your Consumers' Counsel, Donald Montgomery.

11. MONTGOMERY: Thank you, , and hello everyone. Yes, we have loads of facts for you . . not only facts about how to buy the things you need . . but facts and information about how to use them . . to make them last longer . . to help you get the most service from them. Here's Mrs. Harry Miles, mother of our consumer family, and she's going to ask the questions you would ask if you were here.

12. MILES: I have the questions all right, Mr. Montgomery.

13. MONTGOMERY: All right . . you start asking and my two consumer reporters will give you the answers. Here is Nancy, who will help you first.

14. MILES: Fine, Nancy. What are you going to tell us about today?
15. NANCY: I'm going to give you some facts about deodorants.
16. MILES: Deodorants?
17. NANCY: Yes, . . you know, those preparations that remove the odor of perspiration?
18. MILES: Oh, of course. Barbara came home the other day all full of a new idea. She's beginning to take a real interest in family affairs . . and (FADE) this was an idea she had picked up . . .

(PAUSE)

19. BARBARA: Mother, I've found another way we can save some money.
20. MILES: Save some money?
21. BARBARA: Yes. Remember, I told you I was going to look around and see if I couldn't find some ways to save a little on the family budget.
22. MILES: Bless your heart, child. Every little penny counts, these days.
23. BARBARA: Want to hear what it is?

24. MILES: Of course.

25. BARBARA: I've found out a way to make our deodorants right at home . . and very cheaply, too.

26. MILES: Make them at home?

27. BARBARA: Yes. And all we need is some bicarbonate of soda and some water.

(PAUSE)

28. MILES: And sure enough, Nancy . . we made some at home . . and we've been using it ever since.

29. NANCY: Does it work, Mrs. Miles?

30. MILES: Yes it does. It doesn't stop the perspiration, but it does get rid of the odor, which is what we wanted.

31. NANCY: Well, you know, generally, there are two kinds of products sold. One kind is called a deodorant . . which means just what the word means . . its job is just to remove the odor of perspiration.

32. MILES: And what is the other kind? Is that the one that stops perspiration?

33. NANCY: Yes. Or retards it . . so you don't perspire so much.
34. MILES: How does that kind work, Nancy?
35. NANCY: Most of them are made of some kind of an astringent.
36. MILES: Astringent?
37. NANCY: Yes, that's a chemical solution that causes the skin to tighten. When you use one of these astringents, the pores are closed up and the perspiration can't come through. One thing about this kind of product though, is that it may cause irritation.
38. MILES: I see.
39. NANCY: And still another disadvantage is that some of these preparations . . some made with aluminum salts . . do harm fabrics.
40. MILES: Is that what causes the shirts and things to wear out so fast?
41. NANCY: Yes . . some of these aluminum salts do weaken the fibers in cloth.
42. MILES: And you said some of these preparations made with aluminum salts make the skin irritated?

43. NANCY: Yes, they do, and you should watch very carefully when you use them, to be sure there is no irritation. Another thing . . you should never use any of these astringent solutions or salves right after shaving.
44. MILES: Let's see if I have this straight. For just a simple deodorant . .
45. NANCY: Just to remove the odor.
46. MILES: Yes. The preparation that Barbara and I made is all right.
47. NANCY: Bicarbonate of soda and water.
48. MILES: Yes.
49. NANCY: By the way, how much bicarbonate of soda did you use, Mrs. Miles?
50. MILES: A tablespoon to a glass of water.
51. NANCY: Those are the right proportions - or you could use boric acid . . . two tablespoons to a glass of water.
52. MILES: I see, and be careful in using the preparations that slow down perspiration or stop it . . don't use them too soon after shaving - and if the skin gets irritated, don't use them at all.

53. NANCY: That's right.

54. MILES: Thank you Nancy, for these ideas. I'll tell Barbara she's doing all right on becoming a good consumer . . . And now, Carl, you're going to tell us how to buy tuna fish, aren't you?

55. CARL: Yes. I'm going to give you some facts that will help you make sure you're getting what you pay for when you buy canned tuna fish.

56. MILES: Maybe you can answer a question Barbara asked me the other day when we were shopping . . .

57. CARL: I'll try.

58. MILES: (FADE) Well, we got into the store, and were looking around for the stuff on . . .

(PAUSE)

59. BARBARA: Is there anything I can get while you're buying the meat, Mother?

60. MILES: Yes, dear. Let me look on the list here . . .
butter, bread, canned tomatoes, oh yes . . . see if you can find the canned tuna fish. Better get two cans.

61. BARBARA: All right.

(PAUSE)

62. MILES: Oh Barbara.

63. BARBARA: (A LITTLE OFF) Yes.

64. MILES: Here's the tuna fish right here on the shelf.

65. BARBARA: Two cans?

66. MILES: Yes.

67. BARBARA: Which kind, Mother? There are three different kinds here . . look like the same brand, too. And different prices.

68. MILES: That's a new one on me, Barbara. Let's see.

69. BARBARA: This one says "Fancy," this one "Standard," and this one says "Tuna Flakes." What do they mean?

(PAUSE)

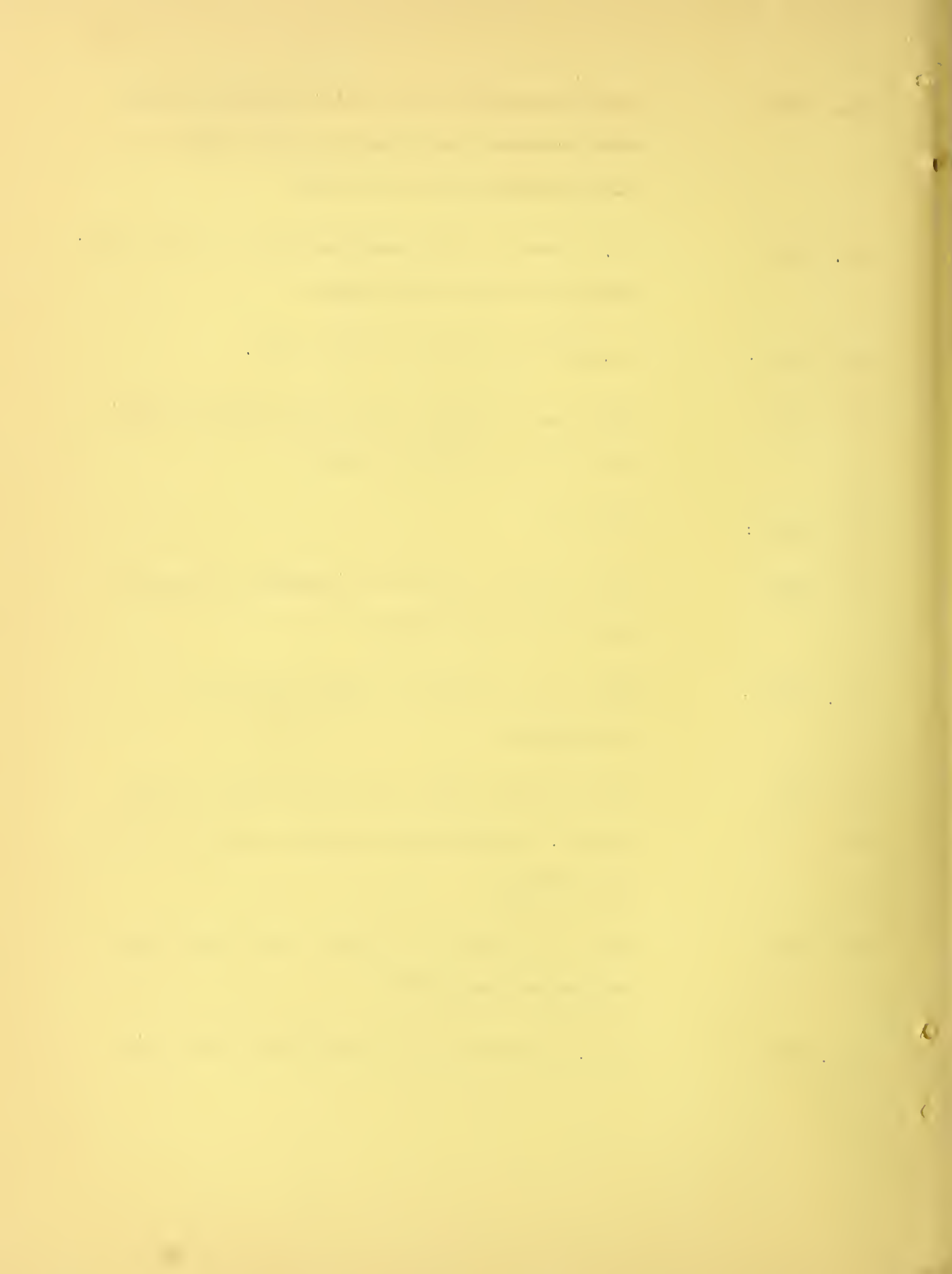
70. MILES: There you are, Carl . . I'll turn that question right over to you.

71. CARL: The people in the Federal Trade Commission have the right answers for you, Mrs. Miles. Those three different names on the can mean three different grades of tuna fish.

72. MILES: That's why they were different prices.
73. CARL: Unhunh. The highest grade tuna fish . . according to the rules of the Federal Trade Commission . . is called "Fancy." Next highest is "Standard." And then comes "Tuna Flakes."
74. MILES: What is the difference? They're all good food, aren't they?
75. CARL: Of course. "Fancy" on the label of tuna fish means that the can contains the cooked choice cuts from a tuna fish that weighed not more than fifty pounds.
76. MILES: And what are the choice cuts in a tuna fish?
77. CARL: They're the large pieces of tuna meat that are selected for lightness of color, fine texture, and freedom from dark meat, bones, skin, and so on.
78. MILES: Well, what about the next grade? "Standard," did you say?
79. CARL: That's it. When the label says "Standard," it means cooked tuna from no special fish size . . but the can contains at least seventy-five percent of large solid pieces of meat.

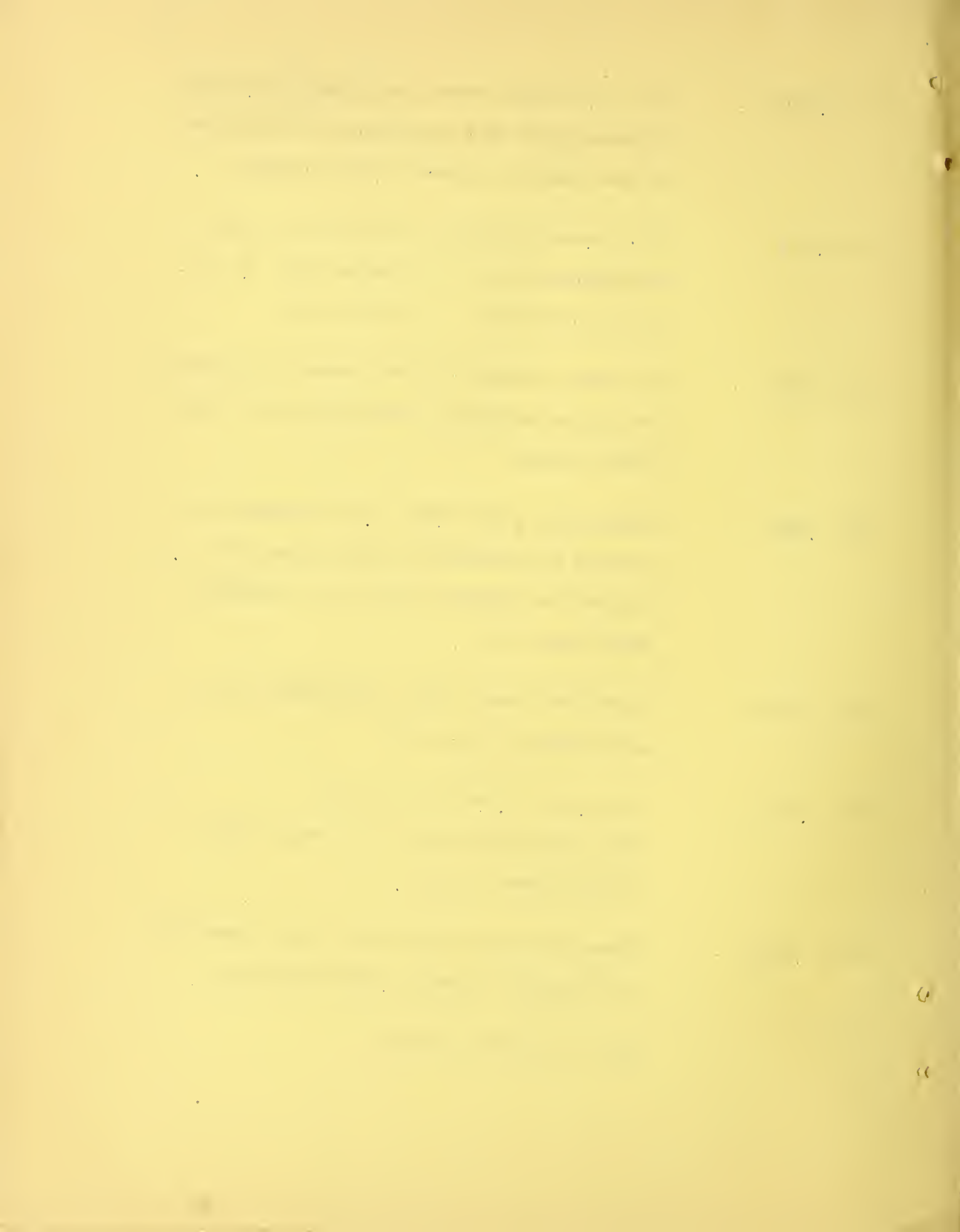
80. MILES: Seventy-five percent large pieces. That means there are more small pieces than in the "Fancy" grade.
81. CARL: Right.
82. MILES: And what does the other grade mean . . "Tuna Flakes"?
83. CARL: The label that says "Tuna Flakes" . . or just "Flakes" . . means cooked tuna meat that isn't included in the higher grades.
84. MILES: Smaller pieces, that would mean, wouldn't it?
85. CARL: Yes, mostly.
86. MILES: Let's see if I have this straight . . the highest grade of tuna fish is called "Fancy." Next highest is called "Standard." And the third grade, but still good food, is called "Tuna Flakes," or just "Flakes."
87. CARL: Hundred percent right, Mrs. Miles.
88. MILES: I didn't notice on those cans we looked at in the store the other day . . but I have seen on the labels of tuna fish . . something about white meat tuna?
89. CARL: Yes.

90. MILES: What does that mean? Does that mean the meat was taken from some special part of a tuna fish? Like the white meat on a chicken?
91. CARL: No, it doesn't. White meat tuna fish is a particular variety of the tuna fish family.
92. MILES: Oh, there's more than one kind, then.
93. CARL: Right, and the kind of tuna that furnishes us with white meat is called the albacore.
94. MILES: Albacore?
95. CARL: Yes - a- l- b- a- c- o- r- e, albacore. Sometimes that's on the label, too.
96. MILES: Well, is the albacore, or white meat tuna, a higher grade?
97. CARL: The term "white meat" tuna doesn't refer to grade at all. It usually costs more money than the other kind, though.
98. MILES: Can I buy the different grades of white meat tuna and ordinary tuna, too?
99. CARL: Yes, the grades apply to both types of tuna fish.



100. MILES: Carl, I've bought canned tuna recently, and none of those labels told me anything about the grade of tuna inside - at least, I don't remember.
101. CARL: Well, these grades are compulsory only if the fish packer wants to describe his fish. He can just say tuna fish . . just like that.
102. MILES: But then I wouldn't know what grade I was getting, and I might be paying a higher price for a lower grade of tuna.
103. CARL: Exactly right, Mrs. Miles. So if you want to be sure you are getting what you're paying for . . get the tuna fish that tells you on the label what grade it is.
104. MILES: Do you have these facts on tuna fish on one of your Consumer Tips cards?
105. CARL: Yes, we do . . and our announcer, , will tell you how to get a free copy in just another minute or two.
106. MILES: Thank you, Carl. And now it's time to hear from our Consumers' Counsel, Donald Montgomery.

(Mr. Montgomery's Remarks)



1. MILES: Thank you, Mr. Montgomery. And now it is time to ring the chimes and announce this week's new name on the Consumer's Honor Roll.

2. SOUND: NOTE ON CHIMES

3. CARL: Trumbull County, Ohio. Women in the Home Demonstration Clubs in Trumbull County, Ohio, go on the Honor Roll today for their consumer project in learning how to buy food intelligently.

Their goals . . to help families make a wise selection of foods . . to develop knowledge and skill in home preparation of food . . to develop better buying practices . . to help families understand food values in relation to healthy bodies . . to encourage families to understand and evaluate food labels.

For their well-rounded program in food education and consumer buying, these women in the Home Demonstration Clubs in Trumbull County, Ohio, get Honor Roll mention today.

4. SOUND: NOTE ON CHIMES

5. MILES: Thank you, Carl. And now there's just time to tell us what you have arranged for CONSUMER TIME for next week.

6. CARL: How to save electricity for defense.
7. NANCY: Facts about cotton stockings.
8. MILES: Facts about cotton stockings and conserving electric power for next Saturday's CONSUMER TIME.
All right, , tell us how to get that Consumer Tips card.
9. ANNOUNCER: Here it is, Mrs. Miles. Carl told you a little about that card just a few minutes ago. It's called Consumer Tips on Tuna Fish, and it has a description of all the different grades of tuna, and tells you what you should look for on the label of the cans. They're mighty handy . . these cards . . they are just the right size to fit into your household file, and they can be put into your purse and carried right along to the store when you go shopping.
10. NANCY: May I interrupt for a second, ?
11. ANNOUNCER: Of course, Nancy.

12. NANCY:

I just want to tell you all how handy these Consumer Tips cards really are. People write in and tell us how they are keeping a complete file of the cards and how often they refer to them. They keep them in the same file with their recipes or their menu suggestions . . or with other ideas for running their homes. They're just the right size for that . . three inches wide and five inches long.

And that's a good size too, for sticking in your purse when you go shopping, as just said. Then you can check on the things you should ask about while you're talking to the clerk or looking at the article you want to buy.

All right, , tell our listeners how easy it is for them to get their free copies of these Consumer Tips cards.

13. ANNOUNCER:

All right, Nancy. Consumers, all you need to do is to address a penny post card to Consumers' Counsel, Department of Agriculture, Washington, D.C. Give us your name and address and the call letters of the station over which you heard this program. Ask for a copy of Consumer Tips on Tuna Fish. It's free.

(MORE)

May I repeat that address for you, just in case you didn't get it . . . Consumers' Counsel, Department of Agriculture, Washington, D.C. A penny postal is all you need, with your name and address and the call letters of the station over which you heard this program. Ask for your free copy of Consumer Tips on Tuna Fish.

Will you be with us again next week at this same time? CONSUMER TIME will again be presented by your Consumers' Counsel in the Department of Agriculture in cooperation with Defense and Nondefense agencies of the United States Government working for consumers.

Heard on today's program were Nell Fleming, Nancy Ordway, Frances Adams, and Carl Hanson.

CONSUMER TIME has been presented as a Public Service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.

